

Message Text

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----- 054224 /16

R 180346Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY TEL AVIV

UNCLAS STATE 306844

E.O. 11652: N/A

TAGS: ETRD, IS

SUBJECT: GENERAL FOODS CORPORATION PROBLEM WITH ISRAELI
REQUIREMENT THAT COFFEE IMPORTS BE IN METRIC CONTAINERS

REF: TEL AVIV 4917

1. GENERAL FOODS CORPORATION HAS EXPRESSED ITS CONCERN
THAT AFTER END OF YEAR COFFEE IMPORTED INTO ISRAEL MUST BE
IN METRIC CONTAINERS. GENERAL FOODS STATES THAT SINCE
APPROXIMATELY END OF 1975 ISRAELI GOVERNMENT HAS HAD
REQUIREMENT FOR ALL IMPORTS TO BE SHIPPED IN CONTAINERS OF
STANDARD METRIC WEIGHTS. THIS AMOUNTS TO \$200,000 A YEAR
OR 50 PERCENT OF THEIR BUSINESS IN ISRAEL. HOWEVER, ITS
DISTRIBUTOR, KAPLAN NAIM AND CO. LTD. (P.O. BOX 1655,
TEL AVIV) HAS HAD SPECIAL AUTHORIZATION ALLOWING IT TO
IMPORT SOLUBLE COFFEE IN TWO, SIX, AND TEN OUNCE JARS
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AND GROUND COFFEE IN ONE POUND TINS DURING YEAR-1976.
THIS WAIVER IS SCHEDULED TO EXPIRE DECEMBER 31, 1976.
GENERAL FOODS STATES THAT IT IS UNABLE TO SHIP IN CONTAIN-
ERS OF STANDARD METRIC WEIGHTS BECAUSE OF COST FACTORS IN
THE PACKING OPERATION. IT SEEKS A THREE YEAR EXTENSION
OF THE WAIVER.

2. ACTION REQUESTED: EMBASSY IS REQUESTED TO PROVIDE APPROPRIATE ASSISTANCE TO OBTAIN WAIVER EXTENSION. SINCE OTHER U.S. COMPANIES MAY FACE SIMILAR DIFFICULTIES, WOULD APPRECIATE LATEST INFORMATION ON ISRAEL'S METRIC CONVERSION REQUIREMENTS AFFECTING IMPORTS.
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Message Attributes

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Disposition Approved on Date:
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Disposition Event:
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